

## Message Text

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R 202218Z PEB 75

FM SECSTATE WASHDC

TO AMEMBASSY BUENOS AIRES

AMCONSUL SAO PAULO

AMCONSUL RIO DE JANEIRO

AMEMBASSY CARACAS

AMEMBASSY PANAMA

AMEMBASSY SAN JOSE

AMEMBASSY GUATEMALA

AMEMBASSY QUITO

AMEMBASSY BOGOTA

INFO AMEMBASSY BRASILIA

USDOC

USTS

UNCLAS STATE 038772

E.O. 11652: N/A

TAGS: BTRA

SUBJECT: TOURISM PROMOTION: JOINT PAN AM/GREYHOUND  
PROJECT

FOR COMMATT, PAO

, PAN AMERICAN AND GREYHOUND CORP. HAVE ELABORATED A JOINT  
MARKETING PLAN FOR SEVERAL LATIN AMERICAN CITIES. THE  
OBJECT IS TO CREATE ADDITIONAL AWARENESS OF LOW COST VACATION  
OPPORTUNITIES IN THE U.S. BY DEVELOPING 1975 TOUR PROGRAMS  
IN FLORIDA, THE WEST COAST AND THE NORTHEASTERN U.S. WITH  
GREYHOUND ACTING AS THE MAJOR TOUR OPERATOR AND PAN AM THE  
CARRIER. THE NEW YORK SUMMER FESTIVAL QUEEN, MISS CHRISTINE  
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BUSINI, WILL VISIT EIGHT LATIN AMERICAN CITIES BEGINNING IN LATE FEBRUARY TO BEGIN ADVANCE PROMOTION. HER ITINARERY IS SET FORTH BELOW, AND THE USIS PAO IN EACH CITY HAS RECEIVED A FULL PRESS KIT FROM USIA SUPPLIED BY PAN AM. FOLLOWING MISS BUSINI'S TRIP, A JOINT SALES TEAM COMPOSED OF MR. ELIOT HEIT, VICE PRESIDENT, INTERNATIONAL SERVICE DIVISION, THE GREYHOUND CORP. AND A REPRESENTATIVE FROM PAN AM WILL VISIT SOME OF THE CITIES TO HOLD TRADE SEMINARS FOR TRAVEL AGENTS. PROMOTIONAL LITERATURE WILL BE HANDED OUT AT THESE SEMINARS. A BULLETIN PREPARED BY GREYHOUND IS BEING POUCHED TO EACH POST ATTN: COMMATT, GIVING MORE DETAILED INFORMATION.

2. GREYHOUND AND PAN AM HAVE REQUESTED ASSISTANCE FROM THE "VISIT USA" COMMITTEE IN EACH STOP. IN THE BELIEF THAT THIS

JOINT PROMOTION OFFERS A GOOD OPPORTUNITY TO INCREASE TOURISM TO THE UNITED STATES, THE DEPARTMENT OF STATE, AND USIA HAVE ASSURED GREYHOUND AND PAN AM THAT ADDRESSEE POSTS WILL SUPPORT THE SEMINAR TOUR TO THE FULL EXTENT THAT LOCAL RESOURCES AND FACILITIES PERMIT.

SPECIFICALLY, THE REQUESTS ARE:

A. USE OF THE EMBASSY OR CONSULATE FOR THE TRADE SEMINARS FOR APPROXIMATELY 30 - 40 PEOPLE ABOUT 6 P.M. ON THE FOLLOWING DATES, BUENOS AIRES, MARCH 24; SAO PAULO, MARCH 25, CARACAS, MARCH 27, BOGOTA, MARCH 28, QUITO, MARCH 31, PANAMA, APRIL 1; GUATEMALA, APRIL 2. MISS BUSINI WILL VISIT, IN ADDITION, RIO DE JANEIRO, SAN JOSE AND SAN SALVADOR BUT NOT BOGOTA OR QUITO..

B. A RECEPTION AFTER EACH SEMINAR HOSTED BY THE COMMERCIAL ATTACHE OR APPROPRIATE-LEVEL OFFICER, BUT PAID FOR BY GREYHOUND/PAN AM. (THEY HAVE BUDGETED APPROXIMATELY \$140 FOR EACH RECEPTION AND THE DEPARTMENT WOULD APPRECIATE INDICATIONS AS TO WHETHER THIS IS A REASONABLE AMOUNT).

C. INVITATIONS FOR THE SEMINAR AND THE RECEPTION TO TOUR OPERATORS (FROM A COMBINED LISTS PREPARED BY THE COMMERCIAL SECTION, AND THE LOCAL PAN AM AND GREYHOUND REPRESENTATIVES) OVER THE SIGNATURE OF THE COMMERCIAL ATTACHE.

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D. AID FROM USIS; PRESS SECTION IN THE FORM OF PUBLICITY ON THE TOURS AS WELL AS COVERING THE SEMINARS

PLEASE REPLY BY TELEGRAM WHETHER THE POST HAS ANY CONFLICTS OR PROBLEMS IN PROVIDING ABOVE-LISTED SUPPORT.

3. MISS BUSINI, WHO WILL BE CARED FOR BY PAN AM, WILL  
TRAVEL ON THE FOLLOWING ITINERARY:

FEBRUARY 26, BUENOS AIRES;

MARCH 3, SAO PAULO;

MARCH 6, RIO DE JANEIRO;

MARCH 10, CARACAS;

MARCH 13, PANAMA;

MARCH 16, SAN JOSE,

MARCH 18, SAN SALVADOR

MARCH 21, GUATEMALA CITY;

IN COOPERATION WITH PAN AM, POSTS MAY ALSO WISH TO ASSIST  
IN PUBLICITY AND GOOD-WILL ASPECTS OF MISS BUSINI'S  
VISIT. KISSINGER

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NNN

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**To:** BUENOS AIRES  
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